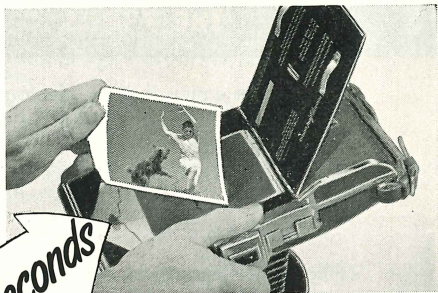


POLAROID

THE MOST

EXCITING . . .

60 Seconds



. . . IN PHOTOGRAPHY

POLAROID[®] *Land* CAMERA

THE THRILL OF THE POLAROID CAMERA . . .

. . . is the entire thrill of photography crowded into 60 seconds. Snap the shutter, and JUST ONE MINUTE later — enjoy a completely finished picture, the wonderful photograph you hoped for just a minute ago. Truly, the Polaroid Camera brings you *THE MOST EXCITING 60 SECONDS IN PHOTOGRAPHY*.

FOR PLEASURE . . .

Polaroid Pictures are *more fun!* — fun to take, fun to enjoy on the spot while everybody's there.

Polaroid Pictures are *better!* — you can teach yourself to take really fine photographs because you can see your results as you go along and they are *sure-fire* with this camera that gives you a "second chance".

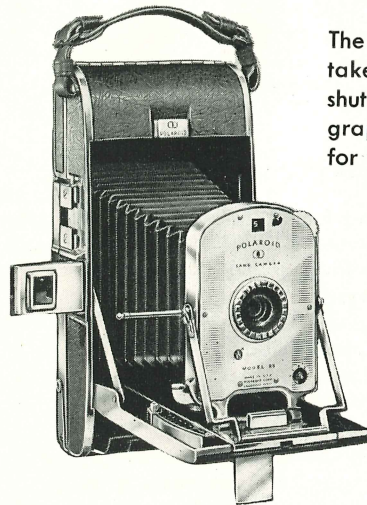
FOR INDUSTRY* . . .

The Polaroid Camera — America's newest business tool — is putting *pictures* to work for increased efficiency in countless ways: advertising, sales, insurance, engineering, business offices, production plants, laboratories, and many other fields. It is the *only* camera that gives **pictures for sure!** Anyone can take good pictures any time, anywhere. No special skill needed, because you can see the results on the spot.

*Ask your dealer or write direct to Polaroid Corporation, Cambridge 39, Mass., for information on special adaptations for *Photomicrography, Oscillography, Press Photography* (with Speed Graphic Adaptor).

POLAROID *Land* CAMERA

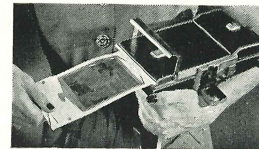
The simplest FINE camera you can use, and the **ONLY** one that takes and prints pictures in a minute. Simply aim it, click the shutter and pull the tab. In 60 seconds your finished *dry* photograph can be lifted from the back — clear, sharp and ready for your enjoyment.



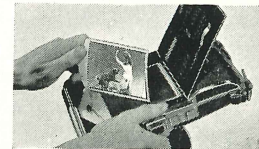
\$89.75

- A single simple control sets the coupled shutter and lens adjustment for any kind of lighting.
- Special 3-element coated lens focuses for extreme

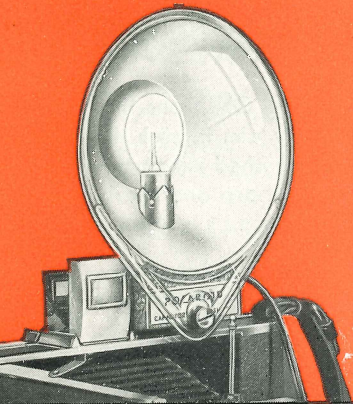
- close-ups or distant scenery.
- Big optical viewfinder, easy to aim even with glasses.
- Excellent indoor results either by flash or time exposure.
- Lifetime guarantee.



Just pull the tab



Lift out the finished picture



POLAROID FLASH GUNS

Indoor shots are half the fun of the Polaroid Camera. You have your choice of two sure-fire flash guns designed to help you get the best 60-second pictures. Wonderful effects and excellent results can be obtained under any lighting conditions.

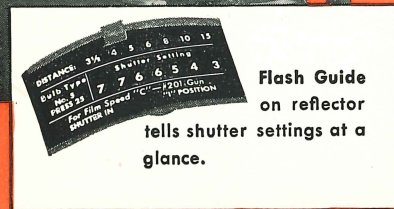
- Mounts securely in camera accessory clip.
- Uses economical No. 5 or Press 25 flash bulbs.
- Trigger ejector for used bulbs.

#201 Powerful Capacitor Gun

\$17.25

#200 Economical Regular Gun

11.00



Flash Guide
on reflector
tells shutter settings at a
glance.

POLAROID — G. E. EXPOSURE METER

This compact photoelectric meter makes correct exposure simple and certain. The meter scale reads in numbers corresponding to shutter numbers. Just point the meter, read the number and set the camera shutter to match.

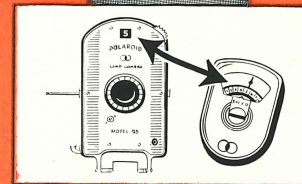
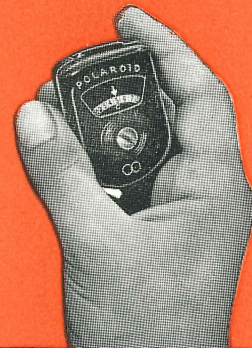
- Assures better pictures, cuts waste.
- Fits into camera accessory clip for ready use.
- Unique scale change feature.

Meter

\$14.25

Leather Case

\$1.50





CLOSE-UP LENS KIT #540

Portraits, flower pictures, miniatures, photocopying etc., can be done simply and quickly. You can photograph anything as close as six inches with perfect sharpness. Built-in steel measuring tape quickly gives correct adjustments for camera focus and lens attachment for any field size up to 17 x 22½ inches, and for any distance up to 36 inches.

- Three precision lenses.
- Each lens in individual mount.
- Custom leather case.
- Built-in data-tape.

\$8.95

POLAROID FILTER KIT #541

Exciting special effects with clouds, distant scenery, reflections, etc., can be obtained with the Polaroid Land Camera by using these three snap-on filters, separately or in combination.

Yellow Filter—

Does wonders in capturing interesting cloud effects. Cuts through ground haze in distant shots.

Polarizing Filter—

Absorbs glare from reflecting surfaces such as water, paint, glass, etc., giving finer detail. Darkens sky for striking cloud shots.

Half-step Filter—

Gives precise exposures midway between Polaroid shutter numbers. Ideal for outdoor portraiture.

\$5.95





MASTER COMPARTMENT CASE

Carries the Model 95 Camera, Flash Gun and Bulbs, Picture Rolls, Filter Kit, Close-Up Lens Kit and Exposure Meter — everything you need for any kind of picture. Ingenious arrangement of compartments places everything at your fingertips — no stuffing or stacking.

\$29.75



REGULAR CARRYING CASE

Lightweight cowhide case holds Camera, Picture Rolls and Exposure Meter. Excellent protection for camera, distinctive appearance. Carry by hand or shoulder strap.

\$14.95

POLAROID WRITE-IN ALBUMS

Sixteen Polaroid pictures slip into place easily without paste or mounting-corners. Pocket-size, with handsome cover and plastic spiral binding. Plenty of room for captions.

\$.49



PICTURE MOUNTS

Tasteful settings for individual Polaroid pictures displayed on tables, mantels, bureaus, etc. The crisp white frames stand erect either on the side or on end. Pictures are held neatly and firmly, and are easy to insert and remove.

Pkg. of 10 mounts **\$1.00**





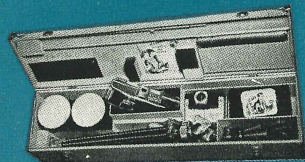
POLAROID ID ADAPTOR KIT

Easy-to-use, low cost method for taking excellent identification pictures. Using the regular Polaroid Camera and Picture Roll, the Adaptor Kit produces twin ID pictures. It can be operated quickly and efficiently by anyone in the office. Twin pictures for badges, pass cards and employment records ready immediately, with no lost time for retakes.

- Camera, lighting, tripod, numbering plate, supplementary lens attachments—all included.
- Takes twin pictures—one for badge and one for record (16 pictures per roll).
- Folds compactly for easy storage or carrying.

Kit without camera **\$115.00**

Note: For large-volume lowest cost identification pictures inquire about the special Fairchild-Polaroid ID Camera. Prints four pictures per frame.



POLAROID COPYMAKER

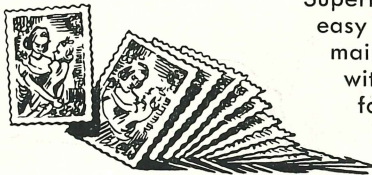
Used with regular Model 95 Polaroid Camera to make excellent copies of anything printed, typed, photographed, drawn or handwritten. Copies are ready just one minute after you click the shutter. Many uses in business offices, libraries, schools, laboratories, law and medical offices. Fits on corner of a desk, folds to make its own lightweight carrying case. Excellent for photographing small objects of all kinds. Complete with:

- Built-in illumination and electric timer
- Two accessory lenses
- Polarized lighting to eliminate reflections
- Automatic field size and focus indicator

Copymaker **\$67.50**



COPIES and ENLARGEMENTS



Superb reprints — same size or big 5x7 enlargements — are easy to obtain, either through your photo dealer or by mail. Copies 2 for 25c, enlargements 75c each complete with frame. Also available: Regular film negatives (15c) for use in your own darkroom or by your photofinisher. Handsome hand-colored enlargements for lifelike reproduction. (\$1.50 ea.)

POLAROID PICTURE ROLL

(Type 41) Black and White — 8 Pictures per Roll. This is the magic roll that makes the picture in the Polaroid Camera. Simply drop it in place and close the camera — the Picture Roll does the rest. No liquids, no chemicals to replenish, ever.

8 exposure roll **\$1.75**

All prices subject to change without notice.

Printed in U.S.A.

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